

eCommerce Program

Program overview

As part of the Victorian Government's \$15.7 million Export Recovery Package, the eCommerce program will help Victorian businesses increase their export potential by engaging an eCommerce platform within a designated international market and through other eCommerce channels.

The program aims to increase the profile and sales of Victorian products through key eCommerce channels. Businesses who have signed up to the program can access a combination of the following to help them engage with international markets:

Promotional activities on an eCommerce platform to generate increased demand for products

Market and sector insights from industry delivered through Global Victoria's Victorian eCommerce Network (VeN)

Digital content creation

Virtual presenting and pitch training

Training on eCommerce platforms

Target markets

The key markets targeted for the eCommerce initiatives include:

Southeast Asia

India

China

Japan

South Korea.

Product categories

Cosmetics.

Beauty.

Nutraceuticals.

Food and beverage.

Eligibility

How do I apply?

Other initiatives to help your business go global